

ORDER



Orders
Order / Rev: 699884
Alt Order #: 06235544
Product Desc: PRIORITIES USA ACTIO
Estimate: 1520
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	26	\$19,425.00	\$16,511.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	26	\$19,425.00	\$16,511.25	0.00
Totals	26	\$19,425.00	\$16,511.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/17/12	08/17/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1				\$500.00		0.00			
2	WKYC	08/17/12	08/17/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1				\$650.00		0.00			
3	WKYC	08/17/12	08/17/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1				\$850.00		0.00			
4	WKYC	08/17/12	08/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1				\$375.00		0.00			
5	WKYC	08/20/12	08/20/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$600.00		0.00			

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Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACTIO
 Estimate: 1520

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WKYC	08/16/12	08/16/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/13/12-08/19/12		M-F 730-8p		730-8p	---Th----	:30		(\$1,200.00)		0.00	NM		
See MG 17.2															
2	NKYC	08/17/12-08/17/12		M-F 730-8p		730-8p	-----F----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 17.1 08/16															
18	WKYC	08/14/12	08/14/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$600.00		0.00						
19	WKYC	08/14/12	08/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$425.00		0.00						
20	WKYC	08/14/12	08/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$650.00		0.00						
21	WKYC	08/14/12	08/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$850.00		0.00						
22	WKYC	08/14/12	08/14/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$850.00		0.00						
23	WKYC	08/15/12	08/15/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$500.00		0.00						
24	WKYC	08/15/12	08/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$650.00		0.00						
25	WKYC	08/15/12	08/15/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$850.00		0.00						
26	WKYC	08/15/12	08/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$1,200.00		0.00						
27	WKYC	08/15/12	08/15/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$375.00		0.00						

